

**City of Milpitas
Economic Development Commission
Monday, June 12, 2006**

APPROVED MINUTES

- I. Flag Salute:** Vice Chairman De Smidt called the meeting to order at 6:03 p.m. and led the Commission in the Pledge of Allegiance.
- II. Roll Call:** Commissioners present: Chair Dhaval Brahmbhatt, Vice Chair Frank De Smidt, Tomo Tuong Nguyen, Vince Songcayawon, Ray Maglalang, Donald Peoples, Zeya Mohsin, Barbara Santos and Minh Nguyen.

Commissioners Absent: Charlene Tsao (excused).

Council Liaison: Mayor Jose Esteves. City Staff: Diana Whitecar.

Public: Richard Ruth and Susan Lewis.

III. Announcements:

Council Liaison Report: Vice Chair De Smidt delayed to accommodate the Mayor's schedule.

Commissioner Maglalang indicated that July would be a busy month for the Lions Club with visiting students from Japan and Milpitas students going to Japan. He requested city pins for the students to take with them. Commissioner Santos acknowledged Burnett Middle School's achievement as a California Distinguished School. A school is awarded "Distinguished" status if student academic goals are met and test scores increase.

Vice Chair De Smidt provided an update on July 4th activities and on a new business in town, Joe's Tune Up. He also indicated that the Joint Policy Collaborative of Joint Venture Silicon Valley would be meeting at Solectron's offices in Milpitas on June 22nd. The purpose of the meeting is a discussion on the tax and fee structure facing small business. Chair Brahmbhatt, VC De Smidt and Ms. Whitecar will attend. In conclusion, VC De Smidt acknowledged the City sponsored "Doing Business With Milpitas" workshop on June 15th at City Hall.

Chair Brahmbhatt invited Commissioners to the IEEE meeting on June 20th on NanoFluidics. He will send a meeting announcement to Commissioners.

Mayor Esteves noted that the City Council passed the FY06-07 budget on a 3-2 vote and that the ED budget was included without change. He also advised the Commission on the Joint Session with the Planning Commission on June 13th. The purpose of the meeting is for Ethics Training and for a special meeting to discuss development issues in the Midtown area, especially the need for a grocery store.

Commissioner Peoples asked if there would be a chance for public comment and the Mayor responded affirmatively.

Alternate Commissioner Minh Nguyen was authorized to vote by the Commission.

IV. Public Forum - Mr. Ruth urged the EDC to use the Joint City Council/Planning Commission meeting to support Economic Development goals, including the need for more hillside executive housing.

V. Approval of Agenda (6:19 p.m.): Motion to Approve. – M/S: De Smidt/Maglalang. Commissioner Peoples requested that the agenda also include a review of city policies that deter economic development, such as parking standards and the impervious area requirements for hillside development. Much discussion ensued regarding this issue with an eventual agreement that Commissioner Peoples concerns were addressed in the 06-07 work plan. Commissioner T.T. Nguyen requested that possible Commission participation in the July 4th parade be discussed as New Business. Commission Maglalang requested that the Farmer's Market be shown as an Unfinished Business Item. Chair Brahmbhatt requested that the follow-up item from May, the information on the neighborhood in the Park Victoria/Calaveras Boulevard be included on the Agenda. Commissioner Maglalang indicated that he would need to leave at 7:00 p.m.

The vote to approve the modified agenda passed unanimously. Absent: Tsao.

VI. Minutes: Motion to approve. - M/S: Maglalang/De Smidt. Ayes: Brahmbhatt, De Smidt, T.T. Nguyen, Maglalang, Tsao, Songcayawon, M. Nguyen, Mohsin and Peoples. Noes: none. Abstain: Santos. Absent: Tsao.

VII. Unfinished Business:

a. EDC Work Plan

- i. Airport Signage: Susan Lewis presented the Airport signage proposal. Commissioner comments included the need to highlight Milpitas as a high tech hub, as a great place to shop and for recreation; that the City is 3 miles from the airport sign they are reading and that we have great hotels and recreation opportunities. Commissioner Peoples commented that hotels could be solicited to help offset the cost of the signage.

Commissioner De Smidt wanted to know how many signs were being proposed (two – one each in Terminals A and C) and

Commissioner Maglalang expressed concern about performance measurements and suggested that a phone number and website address needed to be included. Commissioner T.T. Nguyen indicated that marketing efforts needed to show something tangible and not be too conceptual. Commissioner Santos expressed concern about words taking too much away from the graphics. Commissioner Mohsin expressed interest to move forward with the Phase I proposal. Motion to approve two sign locations, one each in Terminals A and C. M/S: De Smidt/Mohsin. Passed unanimously. Absent: Tsao.

- b. Banner Update: Ms. Whitecar indicated that the banner policy and banner designs reviewed by the Commission in May would be presented to the City Council on June 20th.
- c. Minor Gateway Sign Update: Ms. Whitecar advised the EDC that the Council will be considering a request to allocate \$25,000 from the FY 05-06 ED operating budget to the Capital Improvement Project 4227, Gateway Signs, to redesign the minor gateway signs and fund the installation of a second sign.
- d. Subcommittee Status and EDC Work Plan: These two items were discussed jointly. Commissioner Peoples questioned how the subcommittees would report to the full EDC. Chair Brahmhatt indicated that each subcommittee would identify their priorities, urging members to consider a minimal number and then report these back to the full Commission. Ms. Whitecar offered that the Agenda would have standing items for Subcommittee reports. There was further discussion about the development of the Agenda and it was re-iterated that while staff prepares the Agenda, each Commissioner could request items to be considered as part of the Agenda.

Changes to the Work Plan included blending Goals 4 and 6 into one item for the Business Development Subcommittee; broadening the description of what the Stakeholder Committee (Image Subcommittee) is charged with; clearly separating annual reoccurring tasks from the annual work plan and incorporating the performance measurements into each subcommittee work plan item.

Motion to approved the 06-07 EDC Work Plan as amended and refer to the City Council for approval. M/S: T.T. Nguyen/De Smidt. Passed unanimously. Absent: Tsao.

Commissioners requested that Ms. Whitecar email the revised work plan to them for their review prior to it being submitted to the City Council.

Motion to alter Agenda to have the Open Government Training Video at 7:40 p.m. M/S: De Smidt/Peoples. Motion passed unanimously. Absent: Tsao.

- e. Farmer's Market (8:00 p.m.): Discussion over the lack of facility for the Farmer's Market. Ms. Whitecar indicated that Council member Polanski requested, at the June 6th City Council meeting, that staff bring back an item to allow Farmer's Markets in the Open Space zone. This item will be discussed at the June 20th City Council meeting.
- f. Neighborhood Commercial – no discussion as Chair Brahmbhatt had left the meeting.

VIII. New Business

- a. Open Government Video Training (7:40 p.m.) Commissioners watched the video and signed that they had received the training. Chair Brahmbhatt left at the end of the video. Vice Chair De Smidt entertained a motion to extend the meeting for 15 minutes to complete the Agenda. M/S Songcayawon/Santos. Passed unanimously. Absent: Tsao.
- b. Alternate Energy Policy and Solar Panel Fees: Vice Chair De Smidt indicated that the City's fees were reasonable and reported incorrectly to the Mercury News. Most Commissioners supported Chair Brahmbhatt's interest in seeing if there was opportunity as an economic development goal to have Milpitas become an Alternate Energy City.

Commissioner Songcayawon explained his experience in solar panels and how cost effective they can be for businesses. He urged that the Commission support incentives for solar panel installation. Commissioners Peoples and Mohsin indicated that there was an Alternate Energy Task Force about four years ago and no action was taken on their recommendations. Ms. Whitecar was asked to make the report available to Commissioners.

Mr. Ruth suggested that Terrace Gardens, the Senior Citizen's housing, could be a pilot project showcasing the financial benefits of solar panels. He indicated he would take the Alternate Energy's Task Force Report to the next Terrace Gardens Board meeting.

- c. City Budget Update – covered by the Mayor in his comments.

- d. ED Manager's Report – Ms. Whitecar updated the Commission on recent California legislative actions regarding redevelopment.
- e. Cancel July Meeting: Vice Chair De Smidt indicated that the Bylaws stated the Commission would not meet in July or December. Commissioner Peoples requested that July be used to convene subcommittees. Commissioners concurred and asked for a list of subcommittees and participants.
- f. July 4th Parade: It was decided that the EDC would not participate in the parade.
- g. Commissioner Songcayawon shared his experience in a computer mercantile center in Taiwan and suggested that something similar would be successful in Milpitas. Commissioner Mohsin indicated that she thought the meeting started at 6:30 p.m. and apologized for being late.

IX. Next Meeting Agenda: Monday, August 14, 2006

X. Adjournment: M/S – De Smidt/T.T. Nguyen. Unanimous at approximately 8:20 p.m.

Respectfully Submitted,

Diana Whitecar
Economic Development Manager